

FIG. 1

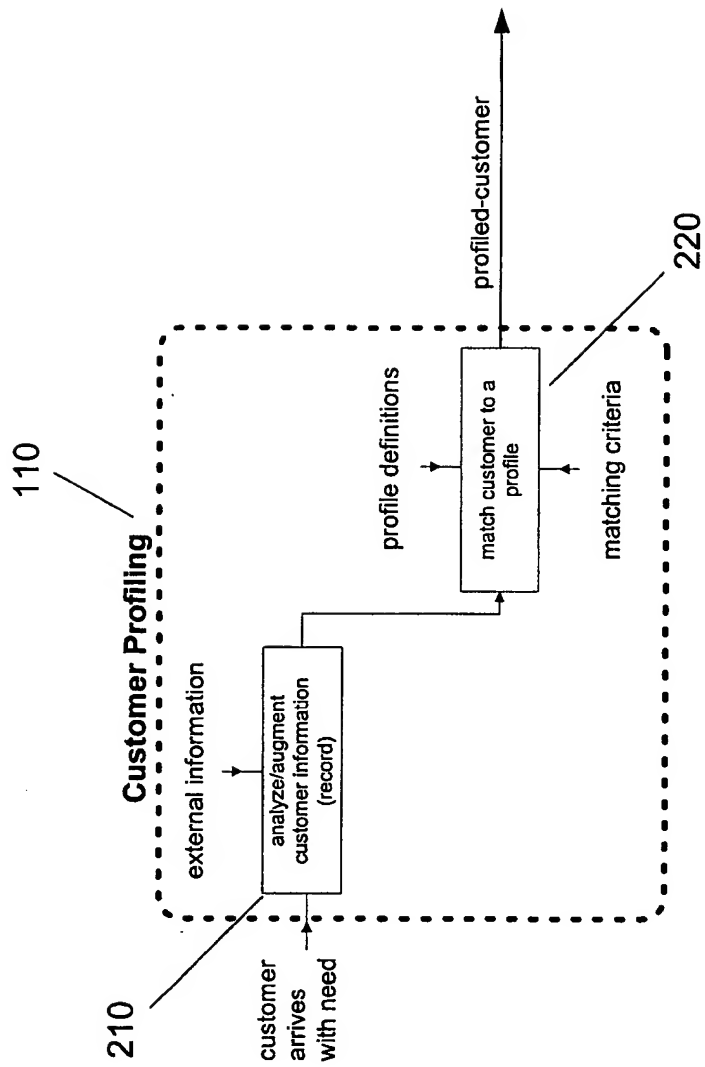


FIG. 2

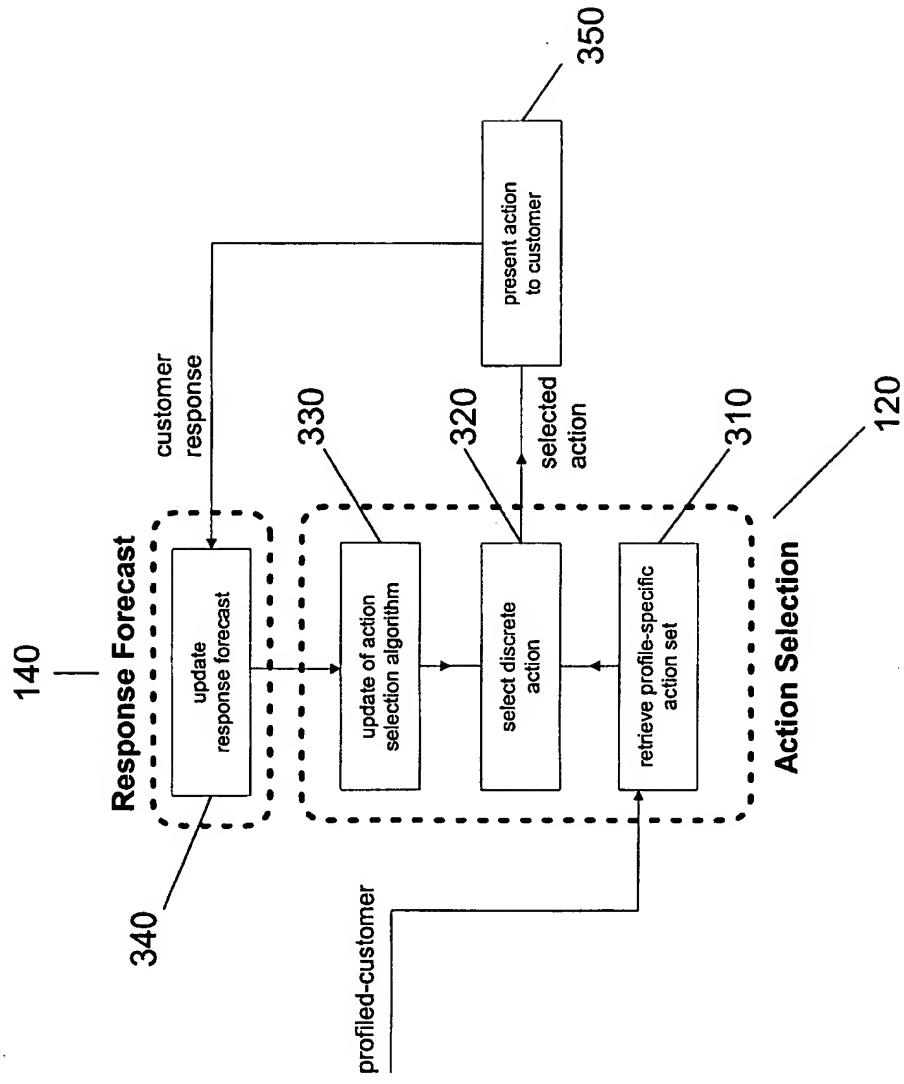


FIG. 3

Profile	Actions					
	A	B	C	D	E	F
I	\$2000**/\$300***	\$3000/\$600	0	0	\$5000/\$1000	0
II	\$2500/\$200	\$2800/\$300	\$2900/\$300	\$4000/\$2000	\$3000/\$150	\$2500/\$500
III	\$1000/\$100	\$6000/\$900	\$10000/\$1000	0	0	\$2000/\$300
IV	\$650/\$300	\$800/\$400	\$6000/\$2000	0	\$2500/\$500	0
V	\$2700/\$100	\$2900/\$200	\$2800/\$200	0	0	0

410

* the repeat visitor with family profile
 **average revenue in dollars
 ***standard deviation in dollars

FIG. 4